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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
FOURTH YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 1st August, 2022
Time: 11.30am –1.30pm

KBM 401 - INTERNATIONAL BUSINESS SEMINAR

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

CASE STUDY: KEROCHE BREWERIES

In the 21st Century, many organizations and more specifically commercial banks are striving to adopt new technologies with an aim of enhancing their market share across the globe. Despite environmental complexity and competition from big firms like East African Breweries, Keroche Breweries is considered by domestic customers as the most understanding brewers in the country unlike other players in the industry. Keroche Breweries not only differentiates customer needs but also keeps close relationship with individual and corporate clients. Customers can access differentiated products through multiples channels of distribution. Employees of the firm are periodically trained in order to enhance customer experience and offer word class services. Top managers of the firm not only promote the culture of quality service delivery but also gather marketing intelligence in order to outsmart their competitors in the market. Environmental analysis, strategic alliances and international strategies are the norms of the brewer.

Required:

In reference to the above case study;

- a) Differentiate between an international organization and a domestic one. (2 Marks)
- b) Describe benefits of Strategic Alliances for Keroche Breweries. (6 Marks)
- c) Examine benefits attributed to Keroche Breweries for internationalization aspect in service delivery. (6 Marks)
- d) Discuss stages the top management at Keroche Breweries need to apply to effectively enter an international market. (8 Marks)
- e) Examine the motivating/ push factors that can be attributable to Keroche breweries to venture into international market. (6 Marks)

QUESTION TWO (20 MARKS)

- a) Different approaches will play a critical role in any organization that wants to venture into an international business. Discuss some of these approaches that firms can use. (10 Marks)
- b) Discuss some of the risks and challenges that international organizations can be exposed to. (10 Marks)

QUESTION THREE (20 MARKS)

- a) You have graduated from Kiriri Women University with first class honors, and your university has organized a career fare which has attracted different employers. During the event you happen to be appointed by the university to lead a group of graduates to explore the different career choices from the prospective employers. As a team leader, you perform your duties excellently that Delta airlines recognized you and appoints you to work in their firm. Your first assignment is to help the firm scan their business environment. Outline a detailed analysis of how you would undertake your first assignment in order to wow your employer. (10 Marks)
- b) Discuss the different classifications of countries on the basis of Economy. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Elaborate on modes of entry to international business. (10 Marks)
- b) Discuss advantages and disadvantages of Joint ventures. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Advantages of Multinational Corporations (MNCs). (10 Marks)
- b) Discuss the concept of globalization and how it importance. (10 Marks)